

PROGRAM NAME	Lights for Learning™ (2011 through 2014)																									
Objective	<p>Achieve electricity savings by promoting use of ENERGY STAR® qualified CFLs and other energy-efficient measures</p> <p>Help develop market for specialty market CFLs and LED products</p> <p>Provide fundraising opportunity for schools</p> <p>Provide public education on energy savings, environmental and economic benefits of CFLs and other energy-efficient products, as well as education on behavioral changes which deliver energy savings</p>																									
Target Market	K-12 schools																									
Program Duration	Ongoing; offered each school year since 2003-04 school year and throughout three-year EEPS plan.																									
Program Description	<p>The Lights for Learning™ Program is an educational, fundraising opportunity for K-12 schools and related organizations, promoting the sale of ENERGY STAR® qualified CFLs and other energy-efficient products as a school fundraising program and introducing students, teachers, and their communities to CFLs and specialty lighting applications. The program helps increase awareness of the energy-efficient products available to consumers, using students as a means of educating their families and local community. Participating schools/organizations receive 60% profit of sales and free educational assemblies/classroom presentations to demonstrate to students, parents and the educational community the environmental and economic benefits, and energy efficiency of energy-smart products and behaviors. In the 2009-2010 school year, 112 schools participated in the program and sold 28,051 light bulbs; the program resulted in school proceeds of \$57,574.</p>																									
Eligible Measures	<table border="1"> <thead> <tr> <th>Electricity Measure</th><th>kWh/unit</th><th>kW/unit</th></tr> </thead> <tbody> <tr> <td>CFL 13w</td><td>47</td><td>0.01</td></tr> <tr> <td>CFL 20w</td><td>55</td><td>0.01</td></tr> <tr> <td>CFL 23w</td><td>77</td><td>0.01</td></tr> <tr> <td>CFL 33w 3-way</td><td>117</td><td>0.02</td></tr> <tr> <td>CFL 14w Reflector</td><td>45</td><td>0.01</td></tr> <tr> <td>LED Night Light</td><td>3.2</td><td>0.01</td></tr> <tr> <td>LED Holiday Strand</td><td>89.6</td><td>0.02</td></tr> </tbody> </table> <p>Electrical savings calculations are for products sold during the 2009-2010 school year based on Lights for Learning partner, Midwest Energy Efficiency Alliance, and 2.34 hours use per day (for CFLs).</p> <p>The Department of Commerce and Economic Opportunity reserves the right to revise eligible measures as needed in accordance with current market conditions, technology development, EM&V results, and program implementation experience.</p>		Electricity Measure	kWh/unit	kW/unit	CFL 13w	47	0.01	CFL 20w	55	0.01	CFL 23w	77	0.01	CFL 33w 3-way	117	0.02	CFL 14w Reflector	45	0.01	LED Night Light	3.2	0.01	LED Holiday Strand	89.6	0.02
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Implementation Strategy	<p>The Midwest Energy Efficiency Alliance (MEEA) has administered the program for DCEO the past five years. During the latest school year, 28,051 energy-efficient products were sold by participating students with aggregated program funding of \$525,000. DCEO has elected to provide full program funding rather than soliciting sponsorship funding from Illinois utilities, while maintaining the same overall program budget as in previous years. K-12 schools will continue to be the target audience through recruitment efforts listed below in Marketing Strategy.</p> <p>MEEA negotiated the best price through Energy Federated Inc. for a variety of CFLs, including specialty lamps, allowing schools to sell at a competitive price and receive 60% profit. Applied Proactive Technologies, Inc. (APT) partners with MEEA to provide program implementation. Recruited school groups host an optional kick-off presentation or assembly tailored to meet the needs of each group. The assemblies include activities such as hands-on lighting demonstrations, energy bike display, Q&A sessions, and home energy audit information. APT and MEEA work in concert to supply marketing material, follow up, sales support, and final program award presentations. Individual sales incentives, such as program t-shirts and participation certificates, are provided. In the implementation period the program will look toward expanding the focus on energy efficiency within classrooms and schools, as well as expanded collaboration with related organizations such as park districts and local libraries.</p>
Marketing Strategy	<p>Marketing strategies include blast faxes and emails to DCEO Illinois Sustainable Energy Project (ISTEP) contacts, IL State Board of Education and various environmental list serves, web announcements, phone calls to past participants and distribution of marketing materials such as order forms, posters, and/or tip cards at appropriate events and workshops.</p>
Incentive Strategy	<p>The incentives range from \$1.40 applied to traditional CFLs to \$10.00 for specialty products such as pin-based CFL desk lamps. Incentives on particular wattages of CFLs will be phased out as mandated lighting efficacies under EISA take effect. Participating groups will also keep 60% profit as part of their fundraising efforts. Homes installing CFLs will benefit by reduced electricity energy use and energy costs. The families of participating students will be asked to sign onto the <i>Change the World, Start with ENERGY STAR</i> pledge.</p>
Milestones	<ul style="list-style-type: none"> • October 1, 2010: Commission approval • June 2011: Program launch
EM&V Requirements	<p>DCEO will continue to coordinate the EM&V process with the other utilities, but intends to issue its own EM&V contracts based on a competitive solicitation issued by the DCEO. DCEO believes this is imperative to meet the requirements of a program that spans the entire state.</p>
Administrative Requirements	<p>Administrative requirements were based on existing structure where DCEO provides a grant to a non-profit organization.</p>

Estimated Participation

Measure	2011 Installations	2012 Installations	2013 Installations
CFL 13w	6175	7410	8892
CFL 20w	2550	1275	0
CFL 23w	2750	3300	3960
CFL 33w 3-way	1050	1260	1512
CFL 14w Reflector	1700	2040	2448
LED Night Light	3175	3810	4572
LED Holiday Strand	1500	1800	2160
TOTAL	18,900	20,895	23,544

Projected participation levels are based on the past four years of program participation (CFLs sold) relative to the increased amount invested in the program. The actual number of products available for sale may vary depending on the price negotiated with the vendor.

Estimated Budget

Estimated Total Budget				
Budget Category	Year 1	Year 2	Year 3	Total
Incentive Costs	\$489,112	\$489,112	\$489,112	\$1,467,336
Implementation Costs	\$40,000	\$40,000	\$40,000	\$120,000
Total	529,112	529,112	529,112	\$1,587,336

ComEd (73%)				
Budget Category	Year 1	Year 2	Year 3	Total
Incentive Costs	\$357,052	\$357,052	\$357,052	\$1,071,155
Implementation Costs	\$29,200	\$29,200	\$29,200	\$87,600
Total	\$386,252	\$386,252	\$386,252	\$1,158,755

Estimated Budget Cont'd	Ameren (27%)				
	Budget Category	Year 1	Year 2	Year 3	Total
	Incentive Costs	\$132,060	\$132,060	\$132,060	\$396,181
	Implementation Costs	\$10,800	\$10,800	\$10,800	\$32,400
	Total	\$142,860	\$142,860	\$142,860	\$428,581
Estimated Savings	Estimated Savings)				
	Electric (kWh)	Year 1	Year 2	Year 3	Total
	Ameren (27%)	304,568	304,568	304,568	913,703
	ComEd (73%)	823,461	823,461	823,461	2,470,384
	Total	1,128,029	1,128,029	1,128,029	3,384,087
Other Program Metrics	Electric savings are based on #CFLs sold times an average of 78 kWh/CFL.				
	Number of schools participating, number of school assembly presentations. TRC: 1.0				